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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

MMD 1013 – MOBILE APP DESIGN AND DEVELOPMENT
(All sections / Groups)

07 MARCH 2020
09.00 AM - 11.00 AM
(2 Hours)

INSTRUCTION TO THE STUDENT

1. This Question paper consists of 2 pages including cover page with 5 Questions only.

2. Answer **FOUR** out of FIVE questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the Answer Booklet provided.

Question 1
a. What is the definition of a Mobile Application?   (8 marks)

b. What is the meaning of the term "native mobile application"?   (5 Marks)

c. Describe and give examples on the parameters of native applications.   (12marks)

(Total = 25 marks)

Question 2

a. Explain the term 'usability' in the context of mobile application.?   (16 marks)

b. Explain the two factors for benchmarking in considering the mobile applications successful rate.   (9 marks)

(Total = 25 marks)

Question 3
List down and explain 6 factors that could lead to the failure of a mobile application   (25 marks)

(Total = 25 marks)

Question 4

List down and explain the 6 User Interface Principle used when designing or developing a mobile application.   (25 marks)

(Total = 25 marks)

Question 5
a. What is Industry Revolution 4.0 (I.R.4.0)?   (5 marks)

b. List down and describe 5 different types of mobile context for mobile application.   (20 marks)

(Total = 25 marks)

End of Paper